



2023 Homeless Awareness Month (HAM)

Awareness Campaign Strategy

3rd Meeting October 31, 2023
Brainstorming Session

Action Plan: Social Media Campaign. Each week in November, we focus on a different talking point that impacts those experiencing homelessness in our community.

Event Name: The Flint Genesee County CoC Homeless Awareness Moth Social Media Campaign

- Kick off post will be ready Wednesday or Thursday!
- Since there are 3 full weeks and 2 half weeks, we will be changing the increments from weeks to series. For example: Week 1: Educate will now be called Series 1: Educate.
- Essence Wilson is offering editing assistance and a conversation through Communities First Community Candor for the photo essay.
- The photo essay will not be pictures of faces, only pictures of surrounds (area where person is staying, picture of hands handing out food, etc.) to ensure privacy and confidentiality is kept.
- Tracey H. to release press release.
- Jill N. to reach out to Flint's mayor to deliver a proclamation for November HAM.

Areas where help is needed!

- **Information on statistics and data: what works and what does not work, stats on people experiencing homelessness, etc.**
- **Success stories (no names or identifying information)**
- **What is the best way that the community can help those experiencing homelessness? Where to make donations? Donations most needed?**

Please reach out to Erika Humphrey at ehumphrey@metroflint.org or 810-620-1744 to provide information or to get more info!

Next Meeting: 11/7/23 at 2pm-3pm